MMS 2011 Twitter Guide
This is a quick guide to help those Twitterers at MMS 2011, particularly for those joining the 2011 Twitter Army by attending the 1st annual MMS 2011 Tweetup. Complete info can be found here:


Twitter at MMS 2011

The Microsoft Management Summit is the best community event on the planet, and this year’s version, MMS 2011, will be no different. The event will be huge. There are quite a few people who have attended this conference for many years. Some have taken a year or two off here and there, but all hanker to return.

Over the past 3 years at MMS, Twitter has become a significant communication tool for the community and event organizers.

Here’s some quick info on Twitter use at MMS 2011.

First off, the official Twitter hashtag for MMS 2011 is: #mms2011

The official MMS 2011 Twitter account is: @mmsteam

Twitter for Sessions

When tweeting about specific sessions, use #mms and then add-on the session indicator. For example, the following would be the complete session hashtag for the “BJ02 Top 10 Quickest, Easiest Ways to Get System Center Support for Free!” session:

#mmsBJ02
Keeping track of Community gatherings at MMS 2011

Because of the number of friendships created over the years, there is always something going on somewhere. And, since its Vegas, Community folks can gather just about anywhere.

This year, we’re going to make it easier to keep track of community gatherings so no one misses out, and unless you just want some downtime, there will always be somewhere to be.

This year we’re going to be utilizing a special Twitter hashtag so that folks can track the community events going on.

The hashtag is:

#mmsfun

So, here’s how this works: If you attending a community gathering, Tweet the name of the location where you are either already at, or will be heading toward and then add the #mmsfun hashtag at the end of the Tweet.

For those wanting to figure out what to do, just follow the #mmsfun hashtag using your favorite Twitter tool and show up. That’s it!

Incidentally, if you use Foursquare or Gowalla locational services, you can also use the same hashtag to give people the exact location of the gathering. Just make sure your location activity is propagating to Twitter.

Also, feel free to use the hashtag while at the gathering for us to better record community activity this year. I can already imagine a huge number of “Shrek cleared the room again #mmsfun” tweets.

Please keep in mind, too, that these gatherings are for everyone! If you are a MMS newbie, this is a great way for you to create your own friendships. This community is one of the best at welcoming new people.

Tracking MMS Tweets on the web

If you have access to the web at MMS 2011, and want to track special events that way, you can use Hashtag.org.

Here’s direct links to a couple special Hashtags:


MMSFUN: http://www.hashtags.org/mmsfun

You can see how the URL is formed. Stick the hashtag at the end of the www.hashtags.org URL.
So, if you want to track by session, stick the session’s hashtag at the end of the URL.

For example, here’s the URL for the Experts Panel:

http://www.hashtags.org/mmsej01

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Official MMS 2011 Twitter account: @mmsteam

Special Hashtags:

#mmsfun – community tracking

#MMS2011 – primary event hashtag

#MMSXXXX – Session hashtag. Replace the X’s with the session code for each individual session.